

GEORGIA INSTITUTE OF TECHNOLOGY
ENGINEERING EXPERIMENT STATION

PROJECT INITIATION

Date: July 28, 1975

Project Title: A Program to Educate and Assist Minorities in Understanding the Process of Establishing Industrial Type Business Ventures

Project No.: B-454

Project Director: E. A. Bethea

Sponsor: Georgia Community Continuing Education Service; Athens, Ga. 30602

Agreement Period: From June 9, 1975 Until May 31, 1976

Type Agreement: Grant-Letter dated 6/9/75 (Sponsor Proposal No. 75-008-013)

Amount: \$8,850* *Includes \$5,900 Federal Funds and \$2,950 EES Matching Funds

Reports Required: as appropriate

Sponsor Contact Person:

Mr. Bradley C. Courtenay
Training Coordinator
Georgia Community Continuing Education Service
University of Georgia
Athens, Georgia 30602
Phone: (404) 542-5382

Assigned to: Industrial Development Division

COPIES TO:

Project Director
Director, EES
Director, ORA/GTRI
Assistant Director
Division Chief
EES Accounting
Patent Coordinator

EES Supply Services
Photographic Laboratory
Security-Reports-Property Office
General Office Services
Library, Technical Reports Section
Office of Computing Services
Project File

Other Sue Corbin; Bonnie Wettlaufer

GEORGIA INSTITUTE OF TECHNOLOGY
OFFICE OF CONTRACT ADMINISTRATION
SPONSORED PROJECT TERMINATION

no action
advised
att

Date: August 30, 1976

Project Title: "A Program to Educate and Assist Minorities in Understanding
the Process of Establishing Industrial Type Business Ventures"
Project No: B-454
Project Director: E. A. Bethea
Sponsor: Georgia Community Continuing Education Service; Athens, Georgia

Effective Termination Date: 5/31/76 (Grant Expiration)

Clearance of Accounting Charges: 5/31/76

Grant/Contract Closeout Actions Remaining:

- ☒ Final Invoice ~~XXXXXXXXXXXXXXXXXXXX~~
☐ Final Fiscal Report
☐ Final Report of Inventions
☐ Govt. Property Inventory & Related Certificate
☐ Classified Material Certificate
☐ Other _____

Assigned to: Economic Development Laboratory (School/Laboratory)

COPIES TO:

Project Director
Division Chief (EES)
School/Laboratory Director
Dean/Director-EES
Accounting Office
Procurement Office
Security Coordinator (OCA) ✓
Reports Coordinator (OCA)

Library, Technical Reports Section
Office of Computing Services
Director, Physical Plant
EES Information Office
Project File (OCA)
Project Code (GTRI)
Other _____

B-454

14

July 15, 1976

Georgia Community Continuing Education Service
Center for Continuing Education
University of Georgia
Athens, Georgia 30602

Attention: Mr. Bradley C. Courtenay, Training Coordinator

Subject: COMPLETION REPORT ON TITLE I PROJECT

Dear Brad:

Enclosed is a completion report on a Title I occupational competency project involving an activity entitled "A Program to Educate and Assist Minorities in Understanding the Process of Establishing Industrial-Type Business Ventures." The project is identified by your number 75-008-014 and by our Project No. B-454.

Please let me know if you have any questions or need any additional information.

Sincerely,

7/16

Jerry L. Lewis, Associate Director
ECONOMIC DEVELOPMENT LABORATORY

cc: Al Camp w/attachments
Richard Wiegand

REVISED 12/15/72
B-454

COMPLETION REPORT
TITLE I (NEA) PROJECT ACTIVITY

1. Project Title:

A Program to Educate and Assist Minorities in Understanding the
Process of Establishing Industrial-Type Business Ventures

2. Location of Project:

Savannah, Georgia
Jesup, Georgia

3. Primary Institution of Higher Education:

Georgia Institute of Technology
Engineering Experiment Station
Economic Development Laboratory

4. Cooperating Institutions of Higher Education:

Savannah State College

5. Project Director (Name, Title and Address)

Edwin A. Bethea, Research Scientist
Engineering Experiment Station
Economic Development

6. Identify the Community Problem

I. Categorize the project in terms of problem area. (Check one)

☐ Government
☐ Housing
☐ Poverty
☐ Transportation
☐ Environmental Quality
☐ Youth Opportunities
☐ Recreation
☐ Employment

☐ Crime/Law Enforcement
☐ Health
☐ Economic Development
☐ Human Relations
☐ Personal Development
☐ Education/School Systems
☐ Community Development
☐ Land Use
☒ Other - Occupational
Competency

- II. Describe the community problem. The description need not be lengthy but should be specific and clearly stated.

There exists in the state, a lack of knowledge about the development of industrial firms and the technical and managerial resources available. This is especially true in the minority community.

7. Describe the Specific Objectives of the Project:

The relationship of the objectives to the problem must be shown and the achievement of these objectives must be measurable.

To improve the occupational competency of minority groups in business and acquaint them with the steps involved in developing and establishing industrial type ventures.

8. Project Operations

- I. What was the primary type of activity? (Check one)

<input type="checkbox"/> Course	<input type="checkbox"/> Mass Media
<input type="checkbox"/> Conference	<input type="checkbox"/> Radio
<input checked="" type="checkbox"/> Workshop/Seminar	<input type="checkbox"/> Television
<input type="checkbox"/> Research	<input type="checkbox"/> Other (specify)
<input type="checkbox"/> Technical Assistance	<input checked="" type="checkbox"/> Information Dissemination
<input type="checkbox"/> Counseling (Personal)	(i.e. publications, pamphlets, manuals)
	<input type="checkbox"/> Other (specify)

- II. Describe the project content, method, and materials employed, the personnel involved, and where applicable, the frequency of duration of sessions. (See attached program)

The method used in conducting the seminar was lecture, slides, films, and hand-out material related to the process of industrial development and technical and managerial resources.

Personnel Used in Seminar

Larry Eden - EES/EDL
 Charles Kelley - ICBO
 Samuel Pierce - Institute for New Enterprise Development
 Edwina Udunka - EES/EDL
 Edwin Bethea - EES/EDL

9. Project Accomplishments

A. Evaluation

- I. Discuss the nature and the findings of the project evaluation. Include an assessment of the project's success in meeting its specific objectives (see #7). In addition, comment on what you see as the reasons for the success or failure of the project. Did the project reach the anticipated target group? Was the level of participation as high as was projected? What outcome is most worthy of dissemination to other states and institutions of higher education?

The returned evaluation sheets indicated that the attendees felt that the method of presentation, information provided and other aspects of the seminars were good or excellent. (see attached overall evaluation sheet attached).

The number of attendees at both seminars were less than projected and in one seminar the target group attendance was far less than expected. In both situations the lack of follow-up and coordination of plans carried out by the co-sponsoring agencies in Savannah, Brunswick and Reedsville was the cause of the lack of participation from the local community.

The most significant outcome that is worthy of dissemination to other states and institutions is that there is still a need for seminars of this nature in the minority community. Should such seminars be undertaken in the future it is recommended that a more adequate budget be provided.

- II. Will the program itself continue beyond this period of Title I funding? If so, under what sponsorship or support? (Check one)

☐ Continued under Title I

☐ Continued with other Federal funding

☐ Continued with non-Federal funds

☐ Accomplished purpose, no further plans

☐ Unsuccessful, no further funding

☒ Other (specify)
Discontinued due to lack of continued funding

B. Relative to Institution(s) of Higher Education

Indicate the impact of the project upon on-going program(s) of participating colleges and universities. Have changes occurred, or are they anticipated, in the organization, curriculum, budget, community service program, or other aspects of the institution(s)? Describe any planned or unexpected "spin-offs" involving additional funds or activities generated:

N/A

C. Relative to the Community

Specify the extent and the nature of the involvement in the project of community leaders, citizens, public and private agencies, and state and local government. Were they, for example, involved in the initiation of the proposal and/or the planning and development of the project? Have any new community agencies, organizations or groups been established as a result of this project? Has the community service capability of existing agencies and organizations been increased? If so, please describe:

The local leaders, through area business organizations and community action agencies were involved in co-sponsoring the seminar. The Community Action agencies submitted letters indicating their interest and willing users to support such a seminar effort. (see attached letters)

No new agencies, community agencies, organizations, or groups were established as a result of the seminar. The existing agencies, both community action agencies and business development agencies services to potential and existing business persons should be enhanced since they are now more knowledgeable about the resources that are available to provide technical and managements assistance available within the state.

10. Geographic area served by the Project (Check one)

☐ Urban
 ☒ Metropolitan
 ☐ Suburban
☒ Rural
 ☐ Statewide
 ☐ Other (specify)

11. Prior History of the Project (Check one)

☒ New Report
 ☐ Expansion or improvement
☐ Continuation of CSCE Project
 of a non-CSCE project
☐ Revision of CSCE Project
 ☐ Other (specify)

12. Faculty Involvement (List the faculty members involved in the project, the nature of their activity, their academic discipline, and the percentage of their time spent on the project.)

<u>Faculty</u>	<u>Activity</u>	<u>Discipline</u>	<u>% of Time</u>
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No faculty involvement.

13. Student Involvement (If applicable, indicate the nature of student involvement in the project as well as the number of students engaged in each activity.)

A. Instructors
 D. Researchers/Data Collectors
 B. Interns
 E. Other (specify in each instance)
 C. Consultants (Tech. Assistance)

<u>Activity</u>	<u>No. of Students</u>
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The seminar was not directed toward student participation specifically, however, Savannah State College was contacted and asked to inform their business major students. Several students attended, but none were involved in the seminar's presentation.

14. Demographic Data

Demographic data on all actual participants should be collected and reported for each project. The data should be summarized in terms of sex, age, education and occupation. In addition, a brief narrative of the general characteristics of the participants should be included (i.e. were they city councilmen, upper level managers, housewives, etc? Were they the group for whom the project was intended?)

I. Demographic Summary:

	Males _____	Females _____
<u>A. Age</u>		
Under 21:	<u>none</u>	<u>none</u>
21-35:	<u>11</u>	<u>9</u>
36-55:	<u>3</u>	<u>1</u>
Over 55:	<u>none</u>	<u>none</u>
<u>B. Educational Level</u>		
Elementary:	_____	_____
Junior High School:	_____	_____
High School:	_____	_____
College below baccalaureate:	<u>2</u>	_____
Baccalaureate:	_____	_____
Graduate or Professional:	_____	_____
<u>C. Occupational Classification</u>		
Professional:	_____	_____
Semi-Professional:	<u>11</u>	<u>10</u>
Skilled:	<u>1</u>	<u>--</u>
Semi-Skilled:	_____	_____
Unskilled:	_____	_____
Other (specify):	<u>2</u>	<u>--</u>
<u>D. Number of Participants by Ethnic Minority Served:</u>		
a. American Indians	_____	
b. American Orientals	_____	
c. American Negroes	<u>24</u>	
d. Mexican Americans	_____	
e. Cubans	_____	
f. Puerto Ricans	_____	

II. Narrative Description:

The participants were a mixture of business persons, potential business persons and community action personnel who were engaged in assisting persons or groups considering or already operating business ventures. Although the desired attendance of business persons and potential business persons was below expectation the project did reach a segment of the target group. Additionally the information will be dissiminated to target persons and groups that were not present through staff persons from agencies involved in helping persons desirous of establishing business ventures.

15. Major Evaluation Procedure:

- ☒ a. Participant reactions
- ☐ b. Administration of pre and post tests to participants
- ☐ c. Staff appraisal of changed group practices
- ☐ d. Other (specify)

16. Project Materials [Describe the materials produced for and by the project (i.e. curriculum materials, films, etc.) and indicate whether copies are available for dissemination.]

Slides, films, handouts, charts, and diagrams.

17. Express your judgment on the relationship of this project to the overall State program of Community Service and Continuing Education. (Title I, HEA)

This project appears to be directly related to the states' program of Community Service and Continuing Education since it meets both a community need and an educational need. Residents in the state, and especially minority groups, are not as familiar with the resources and the process of developing manufacturing type enterprises. These seminars provide a needed community service to a segment of the adult minority community that is both educational and informative, since they deal with an aspect of business development and its process that is relatively new to aspiring minority businesspersons.

COMPREHENSIVE
EVALUATION SHEET

INCREASING MINORITIES AWARENESS OF MANUFACTURING OPPORTUNITIES

SEMINAR

The purpose of this evaluation is to give Georgia Tech's Industrial Service Division the benefit of your appraisal of the above seminar. Your comments and recommendations will be used for guidance in improving future program presentations. Please be frank in your evaluation and do not sign this sheet.

Place a check (____) in the appropriate column beside the question.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Response</u>
1. The Method (lecture/conference) of the presentation was:	6	7	3		
2. The length of the presentation was:	2	10	4		
3. The opportunity for attendees to participate in the Seminar was:	6	6	4		
4. The question and answer periods provided were:	3	10	1		2
5. The instruction and information provided attendees about looking for manufacturing opportunities.	5	9	2		
6. The information provided about the steps involved in starting a manufacturing venture.	9	5	2		
7. Overall, I would evaluate the Seminar as:	6	8	1		1
8. What specific things did you like about the Seminar?					

Seminar was very informative and well organized with good use of visual aids.

9. What specific things could have been done to have made the Seminar more beneficial and informative.

*Advertisement to prospective business owners and more audience participation motivated by seminar leaders.

More audience participation motivated by seminar leaders

*Comment most often made in this category.

*Coastal Georgia Area Community
Action Authority, Inc.*

EQUAL OPPORTUNITY AGENCY

1969A . PARK PLAZA
P. O. BOX 1814
BRUNSWICK, GEORGIA 31520

(912) 264-3281

LEONARD DAWSON
Executive Director

August 8, 1975

Mr. Edwin A. Bethea, Head
Minority Business Development
Engineering Experiment Station
Georgia Institute of Technology
Atlanta, Georgia 30332

Dear Mr. Bethea:

This letter is in reference to your letter dated July 30, 1975.

I will be glad to meet with you on August 13, 1975, at 10:00 A.M.
here at my office, located at 529 Norwich Street, Brunswick, Georgia
to discuss details of the project.

Sincerely,

Leonard Dawson
Executive Director

LD:jb

WINTON BELL
President
Manassas, Georgia

A. C. HARRISON
Executive Director

Alabama Area Community Action Authority, Inc.

110 Brazell Street — P. O. Box 466

Telephone 557-4388

REIDSVILLE, GEORGIA 30453

December 9, 1974

COMMUNITY ACTION
COMMITTEES IN:

JEFF DAVIS Mr. Edwin A. Bethea
Minority Business Development
Industrial Development Division
Georgia Institute of Technology
Atlanta, Georgia 30332

TATTNALL

Dear Ed:

APPLING First, let me again express my thanks for the presentation you
made to our group last Wednesday. The staff feels that it was like
a dose of spring tonic.

BULLOCH I feel that if this kind of presentation could be made throughout
the state, minority groups would get a better understanding of the
resources available through organizations such as yours.

CANDLER As you know Ed, we are a rural multi-purpose Community Action
Agency with an Economic Development Program being one of it's com-
ponents. Our primary mission is to act as catalyst to enhance the
economic development of minority and disadvantaged people. Our
TOOMBS achievements in commercial endeavors (small business start-ups,
management assistance, small business expansion) has been highly
successful, but we feel that not enough is being done in industrial
opportunities for the above mentioned target groups.

WAYNE

EVANS We would appreciate the opportunity to work with you and other
members of the division in setting up a network of groups of interest-
ed persons in our area of coverage and I am sure there are others
with programs similar to ours that would assist you in this endeavor.

LONG Again, let me say that I feel that the salvation of minority
groups could very well rest in the area of production.

Keep me informed on whatever progress you are achieving in this
endeavor.

Sincerely,

Willie A. Smith
Program Director
Economic Development

WAS/clb

L. H. POWELL
Chairman, Board of Directors



ECONOMIC OPPORTUNITY AUTHORITY

For Savannah-Chatham County Area, Inc.

21 W. PARK AVE., P. O. BOX 1353

SAVANNAH, GEORGIA 31402 — TELEPHONE (912) 232-4391

JOHN H. FINNEY
Executive Director

November 4, 1975

Ms. Essie Thompson
Savannah Business League
P. O. Box 795
Savannah, Georgia 31402

Dear Ms. Thompson:

Enclosed is the tentative agenda for the Industrial Development Seminar that we discussed earlier by phone. The contact from Georgia Tech is Edwin Bethea, Head, Minority Business Development, Engineering Experiment Station, Georgia Institute of Technology, Atlanta, Georgia 30332.

We have scheduled the Seminar for Friday, November 21, 1975 from 9:00 - 5:00 at the Conference Room of the Department of Human Resources, 2 East Henry Street.

As advised by Mr. Bob James, SBL will stimulate the minority business community to participate. In perusing the tentative agenda, it is my feeling that it will be time well spent.

Thank you for your interest.

Sincerely,

(Ms.) Pat Smith
DEPUTY DIRECTOR FOR OPERATIONS

JOHN H. FINNEY
EXECUTIVE DIRECTOR

cc: Mr. Edwin Bethea

Enclosure

An Equal Opportunity Employer

PROJECTS — Head Start, 238-2481 — Neighborhood Service Centers: Midtown/Eastside, 232-2165, Far West, 964-4371, Westside, 233-4101 — Senior Citizens, 233-4796 — Public Service Program, 232-2165 — Veterans Outreach, 232-2681

A Community Action Agency

L. H. FOWELL
Chairman, Board of Directors



ECONOMIC OPPORTUNITY AUTHORITY
For Savannah-Chatham County Area, Inc.
21 W. PARK AVE., P. O. BOX 1353
SAVANNAH, GEORGIA 31402 — TELEPHONE (912) 232-4392

JOHN H. FINNEY
Executive Director

November 4, 1975

Mr. Edwin A. Bethea, Head
Minority Business Development
Engineering Experiment Station
Georgia Institute of Technology
Atlanta, Georgia 30332

Dear Mr. Bethea:


Please excuse my delinquency in responding to you. We have scheduled the proposed seminar at the Conference Room of the Department of Human Resources for November 21, 1975.

I have talked to Mr. Bob James at Carver Bank and he has agreed to arrange for participants for the seminar through Ms. Essie Thompson of the Savannah Business League. I have talked to her by phone and also written her a letter of which you will receive a copy.

We are looking forward to working with you further.

Sincerely,

(Ms.) Pat Smith
DEPUTY DIRECTOR FOR OPERATIONS


John H. Finney
EXECUTIVE DIRECTOR

PS:JHF/sac

Enclosure

An Equal Opportunity Employer

PROJECTS — Head Start, 236-2481 — Neighborhood Service Centers: Midtown/Eastside, 232-2165, Far West, 964-4371, Westside, 233-4101 — Senior Citizens, 233-4796 — Public Service Program, 232-2165 — Veterans Outreach, 232-2681

A Community Action Agency